**Sheherazade**

**Or**

**Adonis**

**Select a Brand “name” from the two listed above and design the promotional campaign to launch the product range of the new perfume / cologne.**

***Research and determine the people behind the names***

***Design the Bottle and Packaging for a Perfume / Cologne and Body wash***

* **What type of bottles would suit the perfume /cologne name and theme you have chosen**
* **Think carefully when designing the packaging and its relationship to the bottles.**

**Create a strong brand signature which is carried through all aspects of the products including poster, carry bags and print advertisement for glossy magazine.**

* **All three should be individual but also cohesive with the overall brand concept**

**Select a celebrity to endorse your Product**

* **They should embody the brand.**